

gm

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To: · C. Adkins
From: · R. Apicella
Subject: · MERIT LEGAL STATS

Date: February 3, 1982

Attached for your review and approval are the following Merit legal stats. The reason why these stats are duplicates is because the originals were sent to you January 12 and somehow lost in transit.

PRINT

- ✓ "Merit Taste Unbeaten" - Full Page Magazine
- ✓ "Taste Debate Ends" - Magazine Spread
- ✓ "Yes" - Full Page Magazine
- ✓ "Merit Taste Scores" - Full Page Supplement
- ✓ "Merit Taste Scores" - Full Page TV Guide
- ✓ "Merit Taste Scores" - Tabloid 1000 lines
- ✓ "Merit Taste Scores" - Tabloid 1200 lines
- ✓ "Merit Taste Scores" - Full Page ROP

MISCELLANEOUS

- ✓ GGO, 1982 lighter
- ✓ Merit Message Center (POS)
- ✓ Merit Message Center (POS numbers)
- ✓ Merit Message Center (POS) words
- ✓ Shelf Talker - screwdriver set
- ✓ Shelf Talker - screwdriver set dangler

If there are any questions, please call.

L. Seaman

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